



Programme Specification:

DIPLOMA IN BUSINESS AND MARKETING STRATEGY (SCQF
LEVEL 11)

Contents

1	Introduction and Summary	2
2	Aims	2
3	Teaching, Learning and Assessment	3
4	Entry Requirements	3
5	Recognition of Prior Learning (RPL)	3
6	Progression	4
7	Curriculum	4
8	National Occupational Standards (NOS)	4
9	QAA Benchmark Statements	4
10	Learning/Teaching Methods and Strategies	5
11	Assessment Methods and Strategies	5

1 Introduction and Summary

The EduQual Diploma in Business and Marketing Strategy (SCQF Level 11) is a Regulated Qualifications Framework (RQF) equivalent Level 7 qualification. It is designed to offer learners without prior marketing experience the knowledge and skills they need to be operationally effective in a career in the Marketing field. For those learners that do have prior experience in Marketing and who also possess a professional qualification, the pathway through this programme will develop their professional competence.

The programme has been produced to conform to the requirements of the RQF/SCQF, the National Occupational Standards (NOS) for developing marketing strategies and the relevant Quality Assurance Agency (QAA) subject benchmark statements.¹

2 Aims

The aims of this programme will allow learners to:

- Gain a sound and coherent foundation in marketing, such that they will be able to define and execute practical marketing interventions that exist in professional practice
- Synthesize and critically evaluate theoretical frameworks of strategic marketing, business ethics, design and innovation as applied to marketing
- Demonstrate an understanding of the practical value of these frameworks in a range of strategic business situations
- Create frameworks for understanding and analysing marketing processes in diverse organisational types, encountering different and changing marketing environments
- Develop practical research and analytical capabilities in the context of market-driven strategy, and in particular in the formulation of value propositions in provider-customer relationships
- Review, modify, synthesize and apply transferable marketing concepts and skills in the management of product and market development, in particular from the strategic perspective
- Critically assess market-sourced data and information from a variety of organisations and use this for strategic marketing and decision-making
- Evaluate a variety of creative approaches to product and service design, creativity and innovation that may contribute to organisational wealth

¹ QAA Master's in Business and Management (Type 1) (2015)

3 Teaching, Learning and Assessment

The EduQual Diploma in Business and Marketing Strategy (SCQF Level 11) is designed for learners who have gained a considerable degree of subject knowledge and proficiency from undergraduate studies, experience within the workplace, or both. The approach to study is essentially one of self-direction, critical reflection and exposure to situations where individuals can evidence learning through presentation, seminar delivery, group work and interactive discussion groups. Participants are encouraged to apply knowledge and to show a critical awareness of current management situations and problems.

Assessment strategies in the units have been designed to allow students to evidence practical skills of data management and manipulation, synthesis of ideas in application, and to communicate outcomes to others in different marketing situations.

4 Entry Requirements

- The CIM (Chartered Institute of Marketing) Professional Diploma in Marketing

Or:

- An honours degree in a cognate discipline, normally at a minimum of lower second class honours (equivalent to GPA 3.0 or above for US degrees). Holders of other awards, including those from non-UK universities, will be considered on the equivalence of their qualifications

Or:

- A minimum of five years managerial work experience in a Marketing or Business Managerial role

And:

- Applicants for whom English is not a first language will be expected to demonstrate a certified level of proficiency of at least IELTS (International English Language Testing System) 6.5 or equivalent

5 Recognition of Prior Learning (RPL)

RPL (sometimes referred to as APL) may be claimed by a learner in situations where:

- The learner has already studied SCQF/RQF equivalent Level 7 units that meet the learning outcomes of the units of this programme²
- The learner can also produce evidence to demonstrate how each of the assessment criteria have already been met

In such a case, those matching units can be exempted from study, credits can be claimed, and the evidence supporting the RPL claim can be included in the learner's portfolio of evidence when claiming the award.

² Such Level 7 units may be regulated/accredited by any UK regulatory authority for qualifications; for example Ofqual or SCQF equivalent levels

6 Progression

Learners completing the EduQual Diploma in Business and Marketing Strategy (SCQF level 11) will be able to progress to the Masters stage of an MA in Marketing programme.

7 Curriculum

The EduQual Diploma in Business and Marketing Strategy is a SCQF level 11 (RQF- equivalent Level 7) programme, and is abbreviated to BMS on the table below. The programme consists of 5 units, all of which are compulsory as shown:

BMS Compulsory Units		
Unit Title	RQF/SCQF Level	Credits
Strategic Management	7/11	20
Strategic Financial Management	7/11	20
Marketing Management in Practice	7/11	20
Global Marketing	7/11	30
Marketing for SME, Charity and the Public Sector	7/11	30
Total Credits		120

8 National Occupational Standards (NOS)

The EduQual Diploma in Business Marketing and Strategy (SCQF level 11) (BMS) maps against the underpinning knowledge of units from the NOS for developing an organisation's marketing strategy (CFAM2.1.1). for more information on this, please contact us at info@eduqual.org.uk.

9 QAA Benchmark Statements

The EduQual Diploma in Business Marketing and Strategy is an SCQF Level 11/RQF equivalent Level 7 qualification, and can be compared to the QAA Benchmark Statement (2015) on Master's degrees in business and management (Type 1). For further information on this, please contact us at info@eduqual.org.uk.

10 Learning/Teaching Methods and Strategies

The learning outcomes will be achieved by the use of the following learning and teaching methods and strategies:

- Learning and teaching situations such as lectures, tutorials and seminars
- Live and simulated case studies
- Independent and group activities (class and non-class based)
- Guest speakers and subject specialists
- Personal and professional reflective practice and self-criticism

11 Assessment Methods and Strategies

The following assessment strategies will be adopted to achieve the learning outcomes:

Formative assessment will include:

- Peer review of work between individuals and groups
- Material presented in class where clarity of argument, theoretical bases and evidence of depth of thought is supported with references to theory and currency of thought
- Feedback in class situations on topics of current interest, and from textual material and research papers and articles
- Evidence of the breadth of research may include internet sources where appropriate to the curriculum topics covered

Summative assessment will be by assignment but the work needed may involve:

- Individual/group assessment
- Summative self-evaluation and critical reflection
- Written and/or oral forms of submission/presentation
- Case study evaluation for assignments
- Oral presentations both as groups and individuals